



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/28 thru 12/04.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

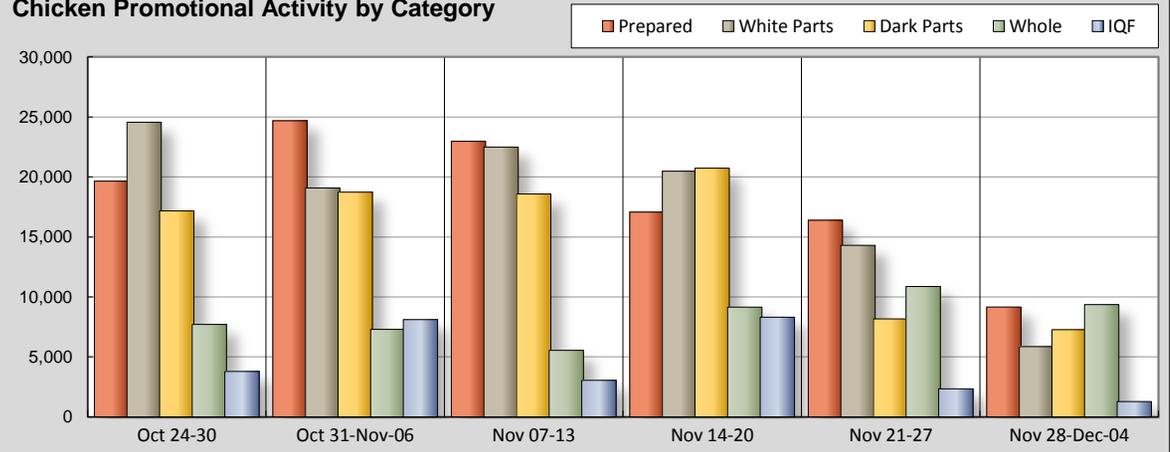
Fri. Nov 28, 2014

NATIONAL SUMMARY			
	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	50.8% of 22,900 outlets	78.0% of 22,900 outlets	78.6% of 23,200 outlets
Special Rate ^{4/}	4.8%	3.4%	6.1%
Activity Index ^{2/}	32,940	52,260	64,510
WHOLE BIRD:	Stores ^{3/} Wtd Avg	Stores /3 Wtd Avg	Stores /3 Wtd Avg
bagged fryer	3,190 1.40	1,880 1.30	2,460 1.16
cut-up fryer	300 1.87	370 1.77	510 1.50
bagged roaster	2,790 1.45	4,150 1.46	5,660 1.37
Cornish (frs/frz)	3,080 2.52	4,470 2.36	4,010 2.28
PARTS:			
Bnls/Sknls Breast			
regular pack	590 3.42	6,150 3.37	5,980 2.71
value pack	2,660 2.72	3,110 2.64	3,380 2.44
thin sliced	330 4.05	930 4.06	1,480 3.52
marinated		160 3.79	
Breast Tenders			
regular pack	360 3.97	1,550 4.40	2,380 3.16
value pack	140 2.95	440 2.80	200 2.62
Split, bn-in Breast			
regular pack	50 2.80	140 2.12	1,690 1.86
value pack	700 1.83	420 1.55	900 1.58
Whole Wings	1,030 2.45	1,400 2.79	1,660 2.30
Leg Quarters			
tray pack	1,190 1.55	1,030 1.53	1,390 1.06
bagged	1,080 0.85	670 0.73	1,450 0.60
Legs	120 0.99	250 1.19	320 1.20
Thighs			
regular pack	530 1.54	750 1.59	1,680 1.61
value pack	1,210 1.48	1,280 1.41	1,690 1.46
Drumsticks			
regular pack	520 1.51	930 1.47	1,850 1.53
value pack	2,130 1.29	1,760 1.29	2,600 1.28
Bnls/Sknls Thighs			
regular pack	160 3.74	830 2.50	1,040 2.21
value pack	330 2.75	670 2.42	590 2.59
9-pc Combos			
drum-thigh-breast			
drum-thigh-wing	10 1.89	190 1.81	80 0.98
IQF			
B/S Breast	430 2.36	860 2.57	950 2.56
Tenders	220 2.18	220 2.83	670 2.59
Wings	320 2.51	850 2.36	1,000 2.33
Party Wings	310 2.39	410 2.19	440 2.42

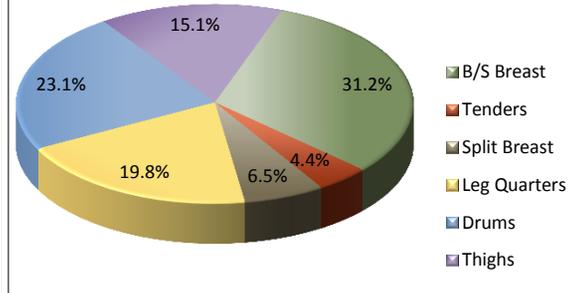
This Week's Chicken Feature Highlights

In traditional fashion promotional activity for retail chicken following the Thanksgiving holiday is significantly lower, but the number of stores offering 'no price' incentives are slightly higher. Many retailers seem to be taking a wait and see stance as the holiday passes. Bagged fryers regrouped from last week while the remaining whole bird types decline in number. Offers in white parts and IQF decline but dark parts maintain steady levels. The deli is quiet as shoppers continue to feast on holiday leftovers. Specialty move higher on offerings, organics fall back. There are only a few days left until the new month arrives and the next big holiday storm surge begins.

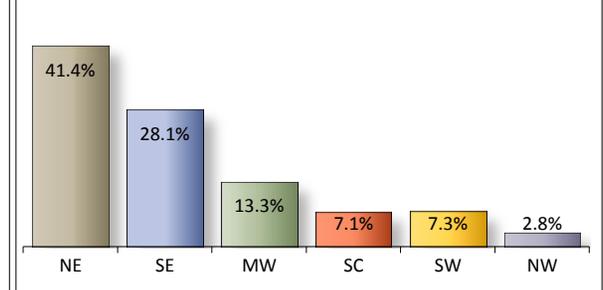
Chicken Promotional Activity by Category



Fresh Chicken Parts Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

^{1/} **Feature Rate:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. ^{2/} **Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). ^{3/} **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. ^{4/} **Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



USDA Weekly Retail Chicken Feature Activity
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/28 thru 12/04.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 28, 2014

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	78.1% of 4,700 sampled outlets 16.2% of stores w/ no-price promotions Activity Index = 10,800				67.5% of 5,900 sampled outlets 3.0% of stores w/ no-price promotions Activity Index = 7,850				44.8% of 4,200 sampled outlets 1.3% of stores w/ no-price promotions Activity Index = 3,310			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.99 - 1.89		1,410	1.41	1.08 - 1.59		1,140	1.48	1.19 - 1.89		310	1.34
cut-up fryer	1.48 - 1.99		180	1.96					1.69 - 1.85		120	1.73
bagged roaster	0.88 - 1.79		1,390	1.44	1.19 - 1.69		1,210	1.42	1.39 - 1.79		190	1.64
Cornish (frs/frz)	1.98 - 2.99		360	2.31	2.00 - 2.80		2,220	2.59	2.17 - 2.90		480	2.35
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	2.99 - 3.79	2.99 - 4.99	290	3.64		2.49 - 2.99	60	2.57	2.99 - 4.99	1.99 - 3.29	140	3.98
value pack	1.99 - 3.59	1.49 - 3.69	1,390	2.77	3.69	1.79 - 2.99	240	2.84	1.99 - 2.99		710	2.72
thin sliced marinated	3.99	3.47 - 5.49	250	4.15		3.49	40	3.49				
Breast Tenders												
regular pack		2.99 - 4.59	290	3.99					3.79 - 4.99		50	4.29
value pack		2.49 - 3.79	90	3.08		3.79	20	3.79				
Split, bn-in Breast												
regular pack	1.99 - 2.99		50	2.80								
value pack	1.99	1.68 - 1.99	540	1.87					1.79	1.69	140	1.71
Whole Wings	2.59	2.48 - 2.77	100	2.54		1.69 - 2.99	660	2.54		2.59 - 2.99	60	2.95
Leg Quarters												
tray pack	0.59	0.58 - 1.49	450	1.36		1.49 - 1.69	680	1.68		1.69	50	1.69
bagged	0.69	0.59 - 0.99	800	0.90					0.59 - 0.89		170	0.78
Legs	0.99		120	0.99								
Thighs												
regular pack	1.39 - 2.49	1.49 - 1.99	360	1.75		0.99	10	0.99		0.99	120	0.99
value pack	0.99 - 1.39		350	1.20		0.99 - 1.69	670	1.68		0.99 - 1.69	170	1.27
Drumsticks												
regular pack	1.39 - 2.49	1.49 - 1.99	340	1.74		0.99	10	0.99		0.99	120	0.99
value pack	0.99 - 1.39	0.49 - 1.49	1,150	1.13		0.99 - 1.69	670	1.68		0.99 - 1.69	170	1.27
Bnls/Sknls Thighs												
regular pack	2.69	1.99 - 3.99	160	3.74								
value pack	2.69 - 2.99	1.97 - 2.69	330	2.75								
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing									1.89		10	1.89
ICF												
B/S Breast		1.59	10	1.59		2.33 - 2.49	80	2.47		2.50	200	2.50
Tenders						2.33	10	2.33		1.99	50	1.99
Wings	2.67	1.99	190	2.60		1.39 - 2.49	130	2.38				
Party Wings	1.96	1.74 - 2.50	200	2.38						2.40	50	2.40



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/28 thru 12/04.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

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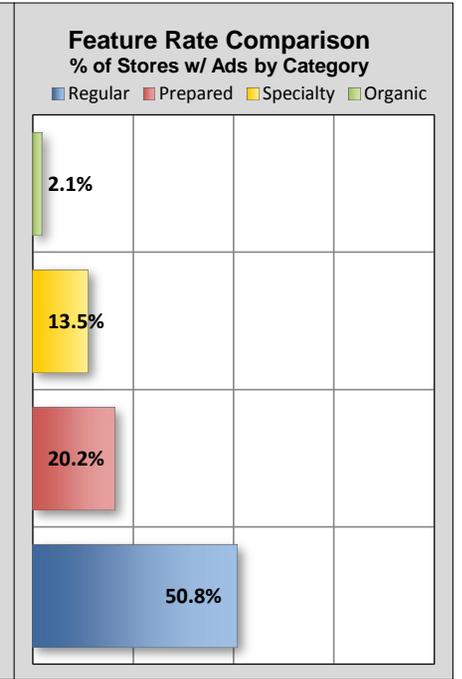
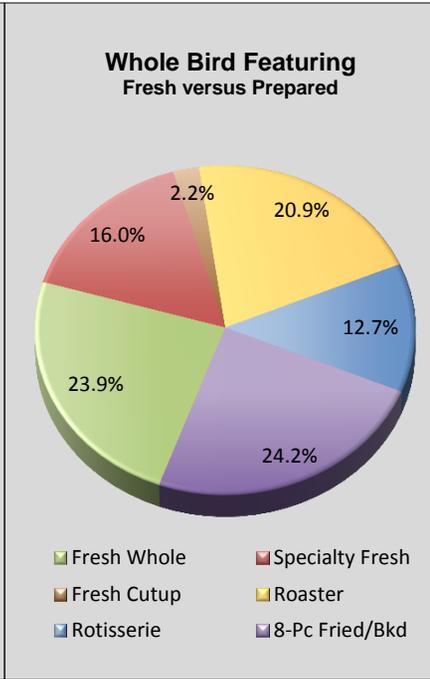
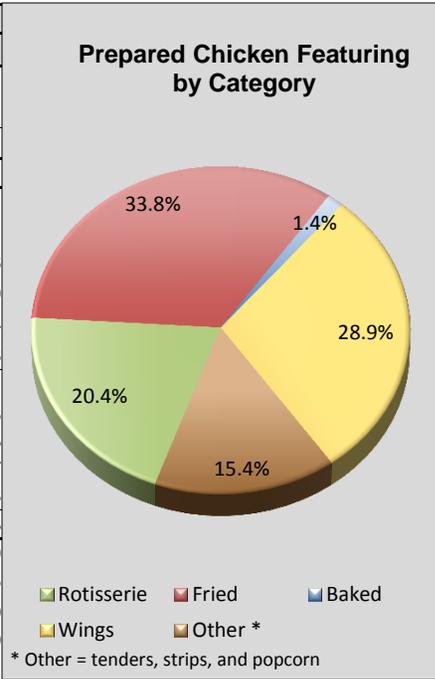
	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,HI,NV)				NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)			
Feature Rate ^{1/}	18.1% of 4,200 sampled outlets				35.3% of 2,800 sampled outlets				31.0% of 1,200 sampled outlets			
Special Rate ^{4/}	2.8% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 1,170				Activity Index = 640				Activity Index = 10			
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/	
bagged fryer	0.96 - 1.29	290	1.11		0.99 - 1.29	30	1.24		1.29	10	1.29	
cut-up fryer												
bagged roaster												
Cornish (frs/frz)	2.18	10	2.18		2.24 - 2.49	10	2.37					
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack		2.50 - 2.69	90	2.52		2.50	10	2.50		2.50		2.50
value pack		1.99 - 2.99	150	2.69		2.19	170	2.19				
thin sliced						3.99	40	3.99				
marinated												
Breast Tenders												
regular pack	2.99		20	2.99								
value pack		1.99	30	1.99								
Split, bn-in Breast												
regular pack												
value pack		1.49	20	1.49								
Whole Wings		1.99	40	1.99		1.99	170	1.99				
Leg Quarters												
tray pack		0.58	10	0.58								
bagged		0.49 - 0.79	70	0.59		0.69	40	0.69				
Legs												
Thighs												
regular pack						1.39	40	1.39				
value pack		1.29	20	1.29								
Drumsticks												
regular pack		0.79	10	0.79		1.39	40	1.39				
value pack		0.59 - 1.29	70	0.90		0.59 - 0.99	70	0.76				
Bnls/Sknls Thighs												
regular pack												
value pack												
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IDF	B/S Breast	1.60 - 2.53	130	2.15		2.33	10	2.33		2.33		2.33
	Tenders	1.99 - 2.53	150	2.23		2.33	10	2.33		2.33		2.33
	Wings											
	Party Wings	2.40	60	2.40								



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/28 thru 12/04.
 (prices in dollars per unit or per pound unless otherwise noted)

Fri. Nov 28, 2014

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	20.2% of 22,900 outlets		34.3% of 22,900 outlets		36.1% of 23,200 outlets	
Activity Index ^{2/}	9,160		16,390		18,450	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	480	4.95	1,090	6.41	3,590	6.56
2.1-3.0 lbs.	1,210	7.16	3,160	7.93	650	6.99
Whole Breast	140	3.49	320	2.99	390	3.34
Leg Quarter	40	2.18	40	2.18	40	1.88
FRIED & BAKED:						
Fried 8-Piece Mix	1,690	6.58	3,200	6.86	2,590	6.78
Baked 8-Piece Mix	130	7.99	1,440	6.80	1,710	6.93
F/B 8-Piece Dark	930	5.00	1,400	5.30	1,550	5.07
F/B 12-Piece	70	8.99	270	9.71	210	8.48
Bulk Pack (\$/piece)	410	0.77	230	0.94	370	0.73
Wings: bone-in	1,800	5.51	2,970	5.42	2,730	5.19
boneless	850	3.47	1,310	3.69	1,920	5.15
Tenders	1,290	6.67	960	5.53	2,560	5.10
Strips	30	4.99			140	5.00
Popcorn	90	1.99				



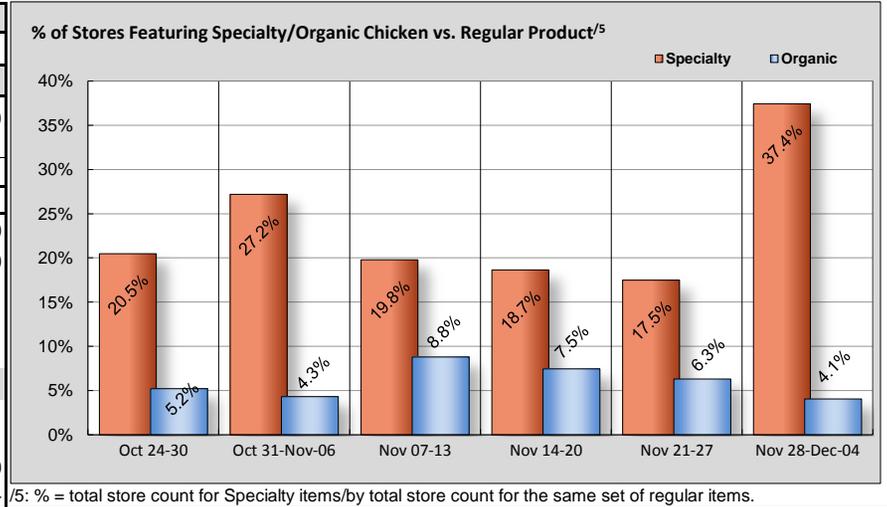
	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	16.3% of 4,700 sampled outlets			22.4% of 5,900 sampled outlets			18.7% of 4,200 sampled outlets			14.5% of 4,200 sampled outlets			23.2% of 2,800 sampled outlets			42.2% of 1,200 sampled outlets		
Activity Index ^{2/}	Activity Index = 1,560			Activity Index = 4,110			Activity Index = 920			Activity Index = 1,210			Activity Index = 1,080			Activity Index = 280		
	price range	stores	wtd avg															
ROTISSERIE:																		
Whole Bird																		
< 2 lbs.	4.98 - 9.99	350	5.13	4.00	80	4.00	4.00 - 6.49	50	5.22									
2.1-3.0 lbs.	4.99 - 7.99	70	6.82	5.99 - 8.99	1,050	7.23	5.99 - 6.99	90	6.57									
Whole Breast	3.49	140	3.49															
Leg Quarter	2.18	40	2.18															
FRIED & BAKED:																		
Fried 8-Piece Mix	5.99 - 7.99	260	7.36	5.99 - 6.99	840	6.01	4.99 - 7.99	330	6.09	7.99 - 8.99	90	8.79	7.99	40	7.99	7.99	130	7.99
Baked 8-Piece Mix				5.00	40	5.00	5.00	10	5.00	5.00	340	5.00	5.00	330	5.00	7.99	130	7.99
F/B 8-Piece Dark	5.00	210	5.00	8.99	70	8.99												
F/B 12-Piece																		
Bulk Pack (\$/piece)	0.90	40	0.90	0.89 - 0.93	90	0.89	0.59 - 1.06	260	0.68	1.00	20	1.00						
Wings: bone-in	5.00 - 5.99	220	5.61	4.99 - 5.99	780	5.92	4.99 - 5.99	100	5.71	3.99 - 5.00	360	4.95	5.00	330	5.00	5.99	10	5.99
boneless	3.33	80	3.33	3.33	40	3.33	3.33 - 5.99	50	5.13	3.33	340	3.33	3.33	330	3.33	5.99	10	5.99
Tenders	4.99 - 5.99	80	5.09	4.99 - 6.99	1,100	6.95				4.99	60	4.99	4.99 - 5.99	50	5.25			
Strips							4.99	30	4.99									
Popcorn	1.99	70	1.99	1.99	20	1.99												



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/28 thru 12/04.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 28, 2014

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	13.5% of 22,900 outlets	17.8% of 22,900 outlets	10.3% of 23,200 outlets	2.1% of 22,900 outlets	5.3% of 22,900 outlets	2.1% of 23,200 outlets
Activity Index ^{2/}	5,400	3,690	4,670	530	1,210	290
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	2,140 2.19	550 2.55	1,010 1.97	170 2.99	10 3.49	10 2.99
Bnls/Sknls Breast	1,600 5.50	1,700 4.55	1,060 5.05	150 8.46	400 7.46	250 6.99
Breast Tenders	20 3.49	240 3.95	280 5.28		120 7.99	
Split, bn-in Breast	50 2.38	140 2.91	130 3.75			
Whole Wings	10 1.99	240 3.91	220 3.44			
Leg Quarters			10 2.99	-- --	-- --	-- --
Legs		60 2.99	130 2.37			
Thighs	640 1.90	240 2.21	730 2.47	20 2.29	20 2.29	
Drumsticks	750 1.83	270 2.15	760 2.43	190 2.92	290 3.87	10 2.99
B/S Thighs	190 3.51	250 3.87	340 2.99	370 5.99	20 5.74	



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	25.1% of 4,700 sampled outlets			27.4% of 5,900 sampled outlets			5.9% of 4,200 sampled outlets			0.3% of 4,200 sampled outlets			0.2% of 2,800 sampled outlets			2.5% of 1,200 sampled outlets		
Activity Index ^{2/}	Activity Index = 2,640			Activity Index = 2,400			Activity Index = 260			Activity Index = 40			Activity Index = 60			Activity Index = 0		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	1.69 - 2.49	1,030	1.90	2.49	1,070	2.49	1.49 - 1.69	30	1.59	1.69	10	1.69						
Bnls/Sknls Breast	2.99 - 6.99	190	5.74	2.99 - 5.99	1,200	5.76	2.99 - 3.99	180	3.86	2.98 - 2.99	20	2.99	2.99 - 4.98	10	3.99			
Breast Tenders	3.99	10	3.99							2.98	10	2.98						
Split, bn-in Breast	2.69 - 2.99	20	2.80				1.89 - 2.29	30	2.09									
Whole Wings													1.99	10	1.99			
Leg Quarters																		
Legs																		
Thighs	1.69 - 3.99	610	1.86	1.99	20	1.99							3.98	10	3.98			
Drumsticks	1.69 - 2.49	600	1.82	1.49 - 1.99	110	1.60	1.49	10	1.49				1.99 - 3.98	30	2.99			
B/S Thighs	2.99 - 3.69	180	3.53				3.29	10	3.29									
ORGANIC	6.6% of 4,700 sampled outlets Activity Index = 480			0.0% of 5,900 sampled outlets Activity Index = 0			0.4% of 4,200 sampled outlets Activity Index = 40			0.0% of 4,100 sampled outlets Activity Index = 0			5.0% of 2,800 sampled outlets Activity Index = 10			0.7% of 1,200 sampled outlets Activity Index = 0		
Whole Fryer	2.99	170	2.99															
Bnls/Sknls Breast	8.49	140	8.49										7.99	10	7.99			
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs							2.29	20	2.29									
Drumsticks	2.99	170	2.99				2.29	20	2.29									
B/S Thighs																		

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.